

**LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. **(Currently Amended)** A method ~~for enabling a first consumer to transfer an item with restricted transferability~~, comprising:

receiving from a first consumer a request to transfer the an item from the first consumer;

causing to be ~~presenting~~ presented to the first consumer a plurality of options, wherein in which the options ~~include~~ comprise to [[a]] transfer the item by auctioning the item selection and to [[a]] transfer the item by ~~posting an advertisement~~ advertising the item selection, wherein in which ~~posting an advertisement~~ advertising the item comprises posting a price;

receiving from the first consumer a selection, in which the selection comprises one of:

to transfer the item by auctioning the item, and

to transfer the item by advertising the item;

requesting from a provider, which is not the first consumer, authorization to transfer the item ~~from a provider of the item~~;

receiving from the provider authorization to transfer the item;

based at least in part on receiving from the provider authorization to transfer the item, causing ~~presenting~~ information about the item to be presented via a computer to at least a second consumer, ~~in response to a~~ in which the information is presented, at least in part, as part of an auction when the selection by the first consumer ~~of one of the options~~ comprises to transfer the item by auctioning the item, and in which the information is presented, at least in part, as an advertisement when the selection by the first consumer comprises to transfer the item by advertising the item;

receiving from the second consumer an ~~offer~~ indication to purchase the item; and

causing ~~transferring~~ the item to be transferred from the first consumer to the second consumer ~~in response to receiving the offer to purchase~~.

Claim 2 **(Canceled)**.

3. **(Currently Amended)** The method ~~defined in~~ of claim 1, further comprising:

~~contacting~~ requesting from the provider to verify verification whether that the first consumer possesses the item.

4. **(Currently Amended)** The method ~~defined in~~ of claim 1, further comprising:  
based at least in part on receiving from the provider authorization to transfer the item,  
~~causing notifying~~ the first consumer to be notified that whether the provider authorized ~~or~~  
~~denied the a transfer of the item.~~

Claim 5 (**Canceled**).

6. **(Currently Amended)** The method ~~defined in~~ of claim 1, ~~further comprising in~~  
which causing the item to be transferred from the first consumer to the second consumer  
comprises:

~~causing voiding~~ the item, with respect to the first consumer, to be voided; and  
~~causing reissuing~~ the item to be reissued to the second consumer.

7. **(Currently Amended)** The method ~~defined in~~ of claim 1, ~~wherein in which~~  
~~transferring~~ causing the item to be transferred from the first consumer to the second  
consumer comprises:

~~providing causing~~ the first consumer ~~with an opportunity to be notified~~ to send the  
item to an intermediary, in which the intermediary subsequently sends the item to the second  
consumer; and

~~providing the second consumer with an opportunity to send a payment to the~~  
~~intermediary.~~

8. **(Currently Amended)** The method ~~defined in~~ of claim ~~[[7]]~~ 1, further comprising  
causing the provider to be charging charged at least one of the first consumer, the second  
consumer, and the provider with a fee in connection with a transfer of the item from the first  
consumer to the second consumer.

9. **(Currently Amended)** The method ~~defined in~~ of claim 8, ~~wherein in which~~ the fee  
[[is]] comprises a flat fee.

10. (Currently Amended) The method ~~defined in~~ of claim 1, wherein in which ~~transferring causing the item to be transferred~~ from the first consumer to the second consumer comprises:

~~providing causing the first consumer with an opportunity to be notified directly~~ to send the item to the second consumer; ~~and~~

~~providing the second consumer with an opportunity directly to send a payment to the first consumer.~~

11. (Currently Amended) The method ~~defined in~~ of claim 1, further comprising:  
based at least in part on requesting from the provider authorization to transfer the item, receiving from ~~providing the provider with an opportunity to place additional~~ at least one restriction[[s]] on transferability of the item; and

in which causing the item to be transferred comprises causing the item to be transferred from the first consumer to the second consumer subject to the at least one restriction on transferability.

12. (Currently Amended) The method ~~defined in~~ of claim 11, wherein in which the ~~additional~~ at least one restriction[[s]] ~~is at least one of~~ on transferability of the item ~~comprises a minimum transfer price at which the first consumer may resell the item; maximum number of items, and a contract extension.~~

13. (Currently Amended) A method ~~for enabling a first consumer to transfer an item to a second consumer, the method comprising:~~

~~receiving from a first consumer a request to sell the an item from the first consumer;~~  
~~presenting to the first consumer a plurality of options, wherein the options include a transfer by auction selection and a transfer by posting an advertisement selection, wherein posting an advertisement comprises posting a price;~~

~~requesting from a provider, which is not the first consumer, authorization to transfer the item from a provider of the item;~~

~~receiving from the provider authorization to transfer the item;~~

~~receiving restrictions on the transfer of the item from the provider of the item;~~

~~implementing the restrictions with respect to the item;~~

based at least in part on receiving from the provider authorization to transfer the item,  
causing presenting information about the item to be presented via a computer to at least a the  
second consumer in response to a selection by the first consumer of one of the options;  
receiving from the second consumer an ~~offer~~ indication to purchase the item; and  
causing arranging for the transfer of the item to be transferred from the first consumer  
to the second consumer in response to receiving the offer to purchase.

14. **(Currently Amended)** The method of claim 13, further comprising: ~~requesting authentication~~  
receiving from the first consumer information from about the first consumer prior to  
receiving a request to sell the item; and  
using the information from about the first consumer to authenticate the first  
consumer.

15. **(Currently Amended)** The method of claim [[13]] 155, ~~wherein receiving in~~  
which the at least one restriction[[s]] on the transfer transferability of the item comprises  
setting a minimum price at which the first consumer may resell for the item.

16. **(Currently Amended)** The method of claim [[13]] 155, ~~wherein receiving in~~  
which the at least one restriction[[s]] on the transfer transferability of the item comprises  
setting a maximum number of items that may be sold by the first consumer.

Claims 17-21 **(Canceled).**

22. **(Currently Amended)** The method of claim 13, further comprising: ~~requesting authentication~~  
receiving from the second consumer information from about the second consumer  
prior to arranging for the transfer of the item; and  
using the information from about the first second consumer to authenticate the second  
consumer.

Claims 23-30 **(Canceled).**

31. **(Currently Amended)** The method of claim ~~[[30]]~~ 13, further comprising:  
~~providing for~~  
causing the second consumer to make a payment for the item; and  
causing the provider to receive at least a fee from portion of the payment from the  
second consumer.

32. **(Currently Amended)** The method of claim ~~[[31]]~~ 156, ~~wherein the fee is in~~  
which an amount of the payment comprises a flat fee.

33. **(Currently Amended)** The method of claim ~~[[31]]~~ 156, ~~wherein~~  
in which the second consumer is charged a price for the item; and  
in which the fee is an amount of the payment comprises a percentage of the payment  
price.

34. **(Currently Presented)** A method ~~for enabling a first consumer to transfer an item~~  
~~to a second consumer, the method~~ comprising:

receiving from a first consumer a request to sell the an item from the first consumer,  
in which the item comprises at least one restriction on transferability;

presenting to the first consumer a plurality of options, wherein the options include a  
transfer by auction selection and a transfer by posting an advertisement selection, wherein  
posting an advertisement comprises posting a price;

requesting based at least in part on the at least one restriction on transferability,  
determining that authorization a provider, other than the first consumer, has authorized to  
transfer the item to be transferred from a provider of the item in response to receiving the  
request;

receiving restrictions on the transfer of the item from the provider of the item;  
implementing the restrictions with respect to the item;

based at least in part on determining that the provider has authorized the item to be  
transferred, causing presenting information about the item to be presented via a computer to  
at least the a second consumer in response to a selection by the first consumer of one of the  
options upon receiving authorization from the provider;

receiving from the second consumer an bid indication to purchase the item from the  
second consumer;

~~receiving acceptance of the bid by the first consumer; and~~  
~~causing arranging for the transfer of the item to be transferred~~ from the first consumer to the second consumer.

Claim 35 (Canceled).

36. (Currently Amended) The method of claim [[34]] 170, ~~wherein receiving in~~ which the at least one additional restriction[[s]] ~~on the transfer~~ transferability of the item comprises ~~setting~~ a minimum price at which the first consumer may resell ~~for~~ the item.

37. (Currently Amended) The method of claim [[34]] 170, ~~wherein receiving in~~ which the at least one additional restriction[[s]] ~~on the transfer~~ transferability of the item comprises ~~setting~~ a maximum number of items that may be sold by the first consumer.

Claims 38-49 (Canceled).

50. (Currently Amended) The method of claim [[49]] 34, further comprising:  
~~providing for~~  
causing the second consumer to make a payment for the item; and  
causing the provider to receive at least a fee from ~~portion of~~ the payment from the second consumer.

51. (Currently Amended) The method of claim [[50]] 171, ~~wherein the fee is in~~ which an amount of the payment comprises a flat fee.

52. (Currently Amended) The method of claim [[50]] 171, ~~wherein~~ in which the second consumer is charged a price for the item; and  
in which the fee is an amount of the payment comprises a percentage of the ~~payment~~ price.

53. (Currently Amended) A method for ~~enabling a first consumer to transfer an item~~ with restricted transferability to a second consumer, the method comprising:

receiving from a first consumer a request to sell ~~the~~ an item ~~from the first consumer,~~  
in which a provider, other than the first consumer, placed on the item at least one restriction  
on transferability, the at least one restriction on transferability comprising the item being  
non-transferable;

~~presenting to the first consumer a plurality of options, wherein the options include a~~  
~~transfer by auction selection and a transfer by posting an advertisement selection, wherein~~  
~~posting an advertisement comprises posting a price;~~

~~contacting a provider of the item with respect to the transfer of the item;~~

~~receiving restrictions on the transfer of the item from the provider of the item;~~

~~implementing the restrictions with respect to the item;~~

based at least in part on the provider having authorized a transfer of the item, causing  
~~presenting~~ information about the item to be presented via a computer to at least ~~the~~ a second  
consumer ~~in response to a selection by the first consumer of one of the options,~~

receiving from the second consumer an ~~offer~~ indication to purchase the item; and

causing ~~arranging for the transfer of the item to be transferred~~ from the first consumer  
to the second consumer ~~in response to receiving the offer to purchase.~~

Claim 54 (Canceled).

55. (Currently Amended) The method of claim [[53]] 185, wherein receiving in  
which the at least one additional restriction[[s]] ~~on the transfer~~ transferability of the item  
comprises ~~setting~~ a minimum price at which the first consumer may resell ~~for~~ the item.

56. (Currently Amended) The method of claim [[53]] 185, wherein receiving in  
which the at least one additional restriction[[s]] ~~on the transfer~~ transferability of the item  
comprises ~~setting~~ a maximum number of items that may be sold by the first consumer.

Claims 57-70 (Canceled).

71. (Currently Amended) The method of claim [[70]] 53, further comprising:  
providing for

causing the second consumer to make a payment for the item; and

causing the provider to receive at least a fee from portion of the payment from the second consumer.

72. (Currently Amended) The method of claim ~~[[71]]~~ 186, ~~wherein the fee is in~~ which an amount of the payment comprises a flat fee.

73. (Currently Amended) The method of claim ~~[[71]]~~ 186, ~~wherein~~ in which the second consumer is charged a price for the item; and in which the fee is an amount of the payment comprises a percentage of the payment price.

74. (Currently Amended) A method ~~for enabling a first consumer to transfer a~~ sporting event ticket to a second consumer, the method comprising:  
receiving from a first consumer a request to sell the an sporting event ticket item from the first consumer, in which the item comprises at least one restriction on transferability;  
presenting to the first consumer a plurality of options, wherein the options include a transfer by auction selection and a transfer by posting an advertisement selection, wherein posting an advertisement comprises posting a price;  
contacting requesting that a provider, other than the first consumer, of the sporting event ticket with respect to the authorize for the item a transfer of the sporting event ticket that is contrary to the at least one restriction on transferability;  
receiving from the provider authorization for the transfer of the item;  
receiving restrictions on the transfer of the sporting event ticket from the provider of the sporting event ticket;  
implementing the restrictions with respect to the sporting event ticket;  
based at least in part on receiving from the provider authorization for the transfer of the item, causing presenting information about the sporting event ticket item to be presented via a computer to at least a the second consumer in response to a selection by the first consumer of one of the options;  
receiving from the second consumer an offer indication to purchase the sporting event ticket item; and



causing arranging for the transfer of the sporting event ticket item to be transferred from the first consumer to the second consumer in response to receiving the offer to purchase.

Claim 75 (Canceled).

76. (Currently Amended) The method of claim [[74]] 190, wherein receiving in which the at least one additional restriction[[s]] on the transfer transferability of the sporting event ticket item comprises setting a minimum price at which the first consumer may resell for the sporting event ticket item.

77. (Currently Amended) The method of claim [[74]] 190, wherein receiving in which the at least one additional restriction[[s]] on the transfer transferability of the sporting event ticket item comprises setting a maximum number of sporting event tickets items that may be sold by the first consumer.

Claims 78-91 (Canceled).

92. (Currently Amended) The method of claim [[91]] 74, further comprising: providing for causing the second consumer to make a payment for the item; and causing the provider to receive at least a fee from portion of the payment from the second consumer.

93. (Currently Amended) The method of claim [[92]] 191, wherein the fee is in which an amount of the payment comprises a flat fee.

94. (Currently Amended) The method of claim [[92]] 191, wherein in which the second consumer is charged a price for the item; and in which the fee is an amount of the payment comprises a percentage of the payment price.

95. (Currently Amended) A method ~~for enabling a first consumer to transfer a concert ticket to a second consumer, the method comprising:~~

- ~~receiving from a first consumer a request to sell the an concert ticket item from the first consumer, in which the item comprises at least one restriction on transferability;~~
- ~~presenting to the first consumer a plurality of options, wherein the options include a transfer by auction selection and a transfer by posting an advertisement selection, wherein posting an advertisement comprises posting a price;~~
- ~~contacting determining that a provider, other than the first consumer, of the concert ticket with respect to the has authorized for the item a transfer of the concert ticket that is contrary to the at least one restriction on transferability;~~
- ~~receiving restrictions on the transfer of the concert ticket from the provider of the concert ticket;~~
- ~~implementing the restrictions with respect to the concert ticket;~~
- ~~based at least in part on determining that the provider has authorized for the item the transfer that is contrary to the at least one restriction on transferability, causing presenting information about the concert ticket item to be presented via a computer to at least a the second consumer in response to a selection by the first consumer of one of the options;~~
- ~~receiving from the second consumer an offer indication to purchase the concert ticket item; and~~
- ~~causing arranging for the transfer of the concert ticket item to be transferred from the first consumer to the second consumer in response to receiving the offer to purchase.~~

Claim 96 (Canceled).

97. (Currently Amended) The method of claim [[95]] 200, ~~wherein receiving in which the at least one additional~~ restriction[[s]] ~~on the transfer~~ transferability of the ~~concert ticket item~~ concert ticket item comprises ~~setting~~ a minimum price at which the first consumer may resell ~~for the concert ticket item.~~

98. (Currently Amended) The method of claim [[95]] 200, ~~wherein receiving in which the at least one additional~~ restriction[[s]] ~~on the transfer~~ transferability of the ~~concert ticket item~~ concert ticket item comprises ~~setting~~ a maximum number of ~~concert tickets~~ items that may be sold by the first consumer.

Claims 99-112 (**Canceled**).

113. (**Currently Amended**) The method of claim [[112]] 95, further comprising:  
~~providing for~~ causing the second consumer to make a payment for the item; and  
causing the provider to receive at least a fee from ~~portion of~~ the payment from the second consumer.

114. (**Currently Amended**) The method of claim [[113]] 201, ~~wherein the fee is in~~  
which an amount of the payment comprises a flat fee.

115. (**Currently Amended**) The method of claim [[113]] 201, ~~wherein~~  
in which the second consumer is charged a price for the item; and  
in which the fee is an amount of the payment comprises a percentage of the payment  
price.

Claim 116-135 (**Canceled**).

136. (**New**) The method of claim 11, in which the at least one restriction on transferability of the item comprises a maximum number of items that may be sold by the first consumer.

137. (**New**) The method of claim 1,  
in which the item comprises at least one restriction on transferability; and  
in which requesting from the provider authorization to transfer the item comprises requesting that the provider authorize for the item a transfer that is contrary to the at least one restriction on transferability.

138. (**New**) The method of claim 137, in which the at least one restriction on transferability applies to at least the first consumer.

139. (**New**) The method of claim 137, in which the provider placed on the item the at least one restriction on transferability.

140. **(New)** The method of claim 139, in which the at least one restriction on transferability comprises the item being non-transferable.

141. **(New)** The method of claim 139, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

142. **(New)** The method of claim 141, further comprising:

based at least in part on requesting that the provider authorize for the item the transfer that is contrary to the at least one restriction on transferability, receiving from the provider at least one additional restriction on transferability of the item; and

in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.

143. **(New)** The method of claim 137, further comprising:

based at least in part on receiving from the provider authorization to transfer the item, causing the provider to receive a payment.

144. **(New)** The method of claim 1,

in which the item comprises at least one restriction on transferability; and

in which the at least one restriction on transferability applies to at least the first consumer.

145. **(New)** The method of claim 144, in which the at least one restriction on transferability comprises the item being non-transferable.

146. **(New)** The method of claim 144, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

147. **(New)** The method of claim 144, in which the provider placed on the item the at least one restriction on transferability.

148. **(New)** The method of claim 1, in which the first consumer purchased the item directly or indirectly from the provider.

149. **(New)** The method of claim 1, further comprising:  
based at least in part on receiving from the provider authorization to transfer the item, causing the provider to receive a payment.

150. **(New)** The method of claim 149, in which an amount of the payment comprises a flat fee.

151. **(New)** The method of claim 149,  
in which the second consumer is charged a price for the item; and  
in which an amount of the payment comprises a percentage of the price.

152. **(New)** The method of claim 1, further comprising:  
causing the second consumer to make a payment for the item; and  
causing the provider to receive at least a portion of the payment from the second consumer.

153. **(New)** The method of claim 1, in which the item comprises at least one of:  
at least one ticket,  
a reservation, and  
an item on which a non-refundable deposit has been paid.

154. **(New)** The method of claim 1, in which the indication to purchase the item comprises at least one of a bid to purchase the item and an offer to purchase the item.

155. **(New)** The method of claim 13, further comprising:  
based at least in part on requesting from the provider authorization to transfer the item, receiving from the provider at least one restriction on transferability of the item; and

in which causing the item to be transferred comprises causing the item to be transferred from the first consumer to the second consumer subject to the at least one restriction on transferability.

156. **(New)** The method of claim 13, further comprising:

based at least in part on receiving from the provider authorization to transfer the item, causing the provider to receive a payment.

157. **(New)** The method of claim 13,

in which the item comprises at least one restriction on transferability; and

in which requesting from the provider authorization to transfer the item comprises requesting that the provider authorize for the item a transfer that is contrary to the at least one restriction on transferability.

158. **(New)** The method of claim 157, in which the at least one restriction on

transferability applies to at least the first consumer.

159. **(New)** The method of claim 157, in which the provider placed on the item the at

least one restriction on transferability.

160. **(New)** The method of claim 159, in which the at least one restriction on

transferability comprises the item being non-transferable.

161. **(New)** The method of claim 159, in which the at least one restriction on

transferability comprises a restriction on a price at which the first consumer may resell the item.

162. **(New)** The method of claim 161, further comprising:

based at least in part on requesting that the provider authorize for the item the transfer that is contrary to the at least one restriction on transferability, receiving from the provider at least one additional restriction on transferability of the item; and

in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.

163. (New) The method of claim 157, further comprising:  
based at least in part on receiving from the provider authorization to transfer the item,  
causing the provider to receive a payment.

164. (New) The method of claim 13,  
in which the item comprises at least one restriction on transferability; and  
in which the at least one restriction on transferability applies to at least the first  
consumer.

165. (New) The method of claim 164, in which the at least one restriction on  
transferability comprises the item being non-transferable.

166. (New) The method of claim 164, in which the at least one restriction on  
transferability comprises a restriction on a price at which the first consumer may resell the  
item.

167. (New) The method of claim 164, in which the provider placed on the item the at  
least one restriction on transferability.

168. (New) The method of claim 13, in which the first consumer purchased the item  
directly or indirectly from the provider.

169. (New) The method of claim 13, further comprising:  
based at least in part on receiving from the provider authorization to transfer the item,  
causing the first consumer to be notified that the provider authorized a transfer of the item.

170. (New) The method of claim 34, further comprising:  
based at least in part on determining that the provider has authorized the item to be  
transferred, determining at least one additional restriction on transferability of the item;  
in which the provider placed on the item the at least one additional restriction on  
transferability; and

in which causing the item to be transferred comprises causing the item to be transferred from the first consumer to the second consumer subject to the at least one additional restriction on transferability.

171. **(New)** The method of claim 34, further comprising:

based at least in part on determining that the provider has authorized the item to be transferred, causing the provider to receive a payment.

172. **(New)** The method of claim 34,

in which determining that the provider has authorized the item to be transferred comprises determining that the provider has authorized for the item a transfer that is contrary to the at least one restriction on transferability.

173. **(New)** The method of claim 172, in which the at least one restriction on transferability applies to at least the first consumer.

174. **(New)** The method of claim 172, in which the provider placed on the item the at least one restriction on transferability.

175. **(New)** The method of claim 174, in which the at least one restriction on transferability comprises the item being non-transferable.

176. **(New)** The method of claim 174, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

177. **(New)** The method of claim 176, further comprising:

based at least in part on determining that the provider has authorized for the item the transfer that is contrary to the at least one restriction on transferability, determining at least one additional restriction on transferability the provider has placed on the item; and

in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.



178. **(New)** The method of claim 172, further comprising:

based at least in part on determining that the provider has authorized for the item the transfer that is contrary to the at least one restriction on transferability, causing the provider to receive a payment.

179. **(New)** The method of claim 34, in which the at least one restriction on transferability applies to at least the first consumer.

180. **(New)** The method of claim 179, in which the at least one restriction on transferability comprises the item being non-transferable.

181. **(New)** The method of claim 179, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

182. **(New)** The method of claim 179, in which the provider placed on the item the at least one restriction on transferability.

183. **(New)** The method of claim 34, in which the first consumer purchased the item directly or indirectly from the provider.

184. **(New)** The method of claim 34, further comprising:

causing to be presented to the first consumer a plurality of options, in which the options comprise to transfer the item by auctioning the item and to transfer the item by advertising the item, in which advertising the item comprises posting a price;

receiving from the first consumer a selection, in which the selection comprises one of:

to transfer the item by auctioning the item, and

to transfer the item by advertising the item; and

in which causing the information about the item to be presented via the computer comprises causing the information to be presented, at least in part, as part of an auction when the selection by the first consumer comprises to transfer the item by auctioning the item, and causing the information to be presented, at least in part, as an advertisement when the

selection by the first consumer comprises to transfer the item by advertising the item.

185. (New) The method of claim 53, further comprising:

based at least in part on the provider having authorized the transfer of the item,  
determining at least one additional restriction on transferability the provider has placed on  
the item; and

in which causing the item to be transferred comprises causing the item to be  
transferred from the first consumer to the second consumer subject to the at least one  
additional restriction on transferability.

186. (New) The method of claim 53, further comprising:

based at least in part on the provider having authorized the transfer of the item,  
causing the provider to receive a payment.

187. (New) The method of claim 53, in which the at least one restriction on  
transferability applies to at least the first consumer.

188. (New) The method of claim 53, in which the first consumer purchased the item  
directly or indirectly from the provider.

189. (New) The method of claim 53, further comprising:

causing to be presented to the first consumer a plurality of options, in which the  
options comprise to transfer the item by auctioning the item and to transfer the item by  
advertising the item, in which advertising the item comprises posting a price;

receiving from the first consumer a selection, in which the selection comprises one of:

to transfer the item by auctioning the item, and

to transfer the item by advertising the item; and

in which causing the information about the item to be presented via the computer  
comprises causing the information to be presented, at least in part, as part of an auction when  
the selection by the first consumer comprises to transfer the item by auctioning the item, and  
causing the information to be presented, at least in part, as an advertisement when the  
selection by the first consumer comprises to transfer the item by advertising the item.

190. **(New)** The method of claim 74, further comprising:

based at least in part on requesting that the provider authorize for the item the transfer that is contrary to the at least one restriction on transferability, receiving from the provider at least one additional restriction on transferability of the item; and

in which causing the item to be transferred comprises causing the item to be transferred from the first consumer to the second consumer subject to the at least one additional restriction on transferability.

191. **(New)** The method of claim 74, further comprising:

based at least in part on receiving from the provider authorization for the transfer of the item, causing the provider to receive a payment.

192. **(New)** The method of claim 74, in which the at least one restriction on transferability applies to at least the first consumer.

193. **(New)** The method of claim 74, in which the provider placed on the item the at least one restriction on transferability.

194. **(New)** The method of claim 74, in which the at least one restriction on transferability comprises the item being non-transferable.

195. **(New)** The method of claim 74, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

196. **(New)** The method of claim 195, further comprising:

based at least in part on requesting that the provider authorize for the item the transfer that is contrary to the at least one restriction on transferability, receiving from the provider at least one additional restriction on transferability of the item; and

in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.

197. **(New)** The method of claim 74, in which the first consumer purchased the item directly or indirectly from the provider.

198. **(New)** The method of claim 74, further comprising:

based at least in part on receiving from the provider authorization for the transfer of the item, causing the first consumer to be notified that the provider authorized the transfer of the item.

199. **(New)** The method of claim 74, further comprising:

causing to be presented to the first consumer a plurality of options, in which the options comprise to transfer the item by auctioning the item and to transfer the item by advertising the item, in which advertising the item comprises posting a price;

receiving from the first consumer a selection, in which the selection comprises one of:

to transfer the item by auctioning the item, and

to transfer the item by advertising the item; and

in which causing the information about the item to be presented via the computer comprises causing the information to be presented, at least in part, as part of an auction when the selection by the first consumer comprises to transfer the item by auctioning the item, and causing the information to be presented, at least in part, as an advertisement when the selection by the first consumer comprises to transfer the item by advertising the item.

200. **(New)** The method of claim 95, further comprising:

based at least in part on determining that the provider has authorized for the item the transfer that is contrary to the at least one restriction on transferability, determining at least one additional restriction on transferability of the item;

in which the provider placed on the item the at least one additional restriction on transferability; and

in which causing the item to be transferred comprises causing the item to be transferred from the first consumer to the second consumer subject to the at least one additional restriction on transferability.

201. **(New)** The method of claim 95, further comprising:

based at least in part on determining that the provider has authorized for the item the transfer that is contrary to the at least one restriction on transferability, causing the provider to receive a payment.

202. **(New)** The method of claim 95, in which the at least one restriction on transferability applies to at least the first consumer.

203. **(New)** The method of claim 95, in which the provider placed on the item the at least one restriction on transferability.

204. **(New)** The method of claim 95, in which the at least one restriction on transferability comprises the item being non-transferable.

205. **(New)** The method of claim 95, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

206. **(New)** The method of claim 205, further comprising:

based at least in part on determining that the provider has authorized for the item the transfer that is contrary to the at least one restriction on transferability, determining at least one additional restriction on transferability of the item; and

in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.

207. **(New)** The method of claim 95, in which the first consumer purchased the item directly or indirectly from the provider.

208. **(New)** The method of claim 95, further comprising:

causing to be presented to the first consumer a plurality of options, in which the options comprise to transfer the item by auctioning the item and to transfer the item by advertising the item, in which advertising the item comprises posting a price;

receiving from the first consumer a selection, in which the selection comprises one of:  
to transfer the item by auctioning the item, and

to transfer the item by advertising the item; and  
in which causing the information about the item to be presented via the computer comprises causing the information to be presented, at least in part, as part of an auction when the selection by the first consumer comprises to transfer the item by auctioning the item, and causing the information to be presented, at least in part, as an advertisement when the selection by the first consumer comprises to transfer the item by advertising the item.

209. **(New)** A method comprising:

receiving from a first consumer a request to sell an item, in which the item comprises at least one restriction on transferability;

based at least in part on a provider, other than the first consumer, having authorized for the item a transfer that is contrary to the at least one restriction on transferability, causing information about the item to be presented via a computer to at least a second consumer;

receiving from the second consumer an indication to purchase the item; and

causing the item to be transferred from the first consumer to the second consumer.

210. **(New)** The method of claim 209, further comprising:

based at least in part on the provider having authorized for the item the transfer that is contrary to the at least one restriction on transferability, determining at least one additional restriction on transferability of the item;

in which the provider placed on the item the at least one additional restriction on transferability; and

in which causing the item to be transferred comprises causing the item to be transferred from the first consumer to the second consumer subject to the at least one additional restriction on transferability.

211. **(New)** The method of claim 210, in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.

212. **(New)** The method of claim 210, in which the at least one additional restriction on transferability of the item comprises a maximum number of items that may be sold by the first consumer.

213. **(New)** The method of claim 209, further comprising:  
causing the second consumer to make a payment for the item; and  
causing the provider to receive at least a portion of the payment from the second consumer.

214. **(New)** The method of claim 209, further comprising:  
based at least in part on the provider having authorized for the item the transfer that is contrary to the at least one restriction on transferability, causing the provider to receive a payment.

215. **(New)** The method of claim 214, in which an amount of the payment comprises a flat fee.

216. **(New)** The method of claim 214,  
in which the second consumer is charged a price for the item; and  
in which an amount of the payment comprises a percentage of the price.

217. **(New)** The method of claim 209, in which the at least one restriction on transferability applies to at least the first consumer.

218. **(New)** The method of claim 209, in which the provider placed on the item the at least one restriction on transferability.

219. **(New)** The method of claim 209, in which the at least one restriction on transferability comprises the item being non-transferable.

220. **(New)** The method of claim 209, in which the at least one restriction on transferability comprises a restriction on a price at which the first consumer may resell the item.

221. **(New)** The method of claim 220, further comprising:

based at least in part on the provider having authorized for the item the transfer that is contrary to the at least one restriction on transferability, determining at least one additional restriction on transferability of the item; and

in which the at least one additional restriction on transferability of the item comprises a minimum price at which the first consumer may resell the item.

222. (New) The method of claim 209, in which the first consumer purchased the item directly or indirectly from the provider.

223. (New) The method of claim 209, further comprising:

causing to be presented to the first consumer a plurality of options, in which the options comprise to transfer the item by auctioning the item and to transfer the item by advertising the item, in which advertising the item comprises posting a price;

receiving from the first consumer a selection, in which the selection comprises one of:

to transfer the item by auctioning the item, and

to transfer the item by advertising the item; and

in which causing the information about the item to be presented via the computer comprises causing the information to be presented, at least in part, as part of an auction when the selection by the first consumer comprises to transfer the item by auctioning the item, and causing the information to be presented, at least in part, as an advertisement when the selection by the first consumer comprises to transfer the item by advertising the item.